Coming to grips with S. 898 □ Cable goes software in New Orleans □ FTC strikes flag on children's TV

Broadcasting Oct 5

The News Magazine of the Fifth Estate □ Vol. 101 No. 14 50th Year □ 1981

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The First 50 Years Of Broadcasting

1981

PAGE 53

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The Week in Brief

TOP OF THE WEEK

BULLISH ASSESSMENT ☐ FCC's Fowler sees prominent role for communications in era of change. **PAGE 19.**

AT&T BILL BLOCKED ☐ S. 898 fate in Senate depends on end of Hollings filibuster. **PAGE 19.**

MORE ROOM FOR SATELLITES ☐ FCC proposes reducing orbital spacing to two degrees. Same meeting moves to eliminate requirement that licensees keep file of public letters, discusses EEO and translator policies. **PAGE 20.**

OFFICIALLY INTERRED ☐ FTC abides by March staff recommendation in calling off controversial children's advertising rulemaking. **PAGE 21.**

NEW EXHIBIT ☐ NCTA and CTAM begin first-ever Cable Software Symposium and Exhibit in New Orleans. **PAGE 22.**

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GOP TO AIRWAVES ☐ Republicans use TV campaign to open multimillion-dollar drive to gain control of Congress in 1982. **PAGE 24.**

NAB APPLAUDS ☐ Association endorses FCC proceeding that seeks to clarify "character" when term is used in assessing licensee qualifications. **PAGE 25.**

NTIA DEFENDS FCC ☐ It rebuts GAO report that charges FCC can't handle telephone regulation. **PAGE 26.**

DIFFERENT TACK URGED ☐ Ladd says legislative—not judicial—remedies are needed to protect copyright holders from being ripped off by newer technologies. **PAGE 31.**

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MICROWAVE EMISSIONS ☐ Advisory group urges Commerce Department to push for federal standard on radiation that would allay public's "irrational fear." **PAGE 32.**

HOME TERMINAL ACCEPTANCE ☐ Study, sponsored by CBS and Cox Cable, will determine whether consumers are ready for that technology in home. **PAGE 32.**

ENGINEERING EMMYS ☐ Award winners include Ampex, CBS, RCA and Ikegami with special citation to Marconi. **PAGE 33.**

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FREE RIDE ☐ NBC's Dunham charges cable's pick-ups of local stations for small fee and disregard for syndicated programing contracts are inequitable and destructive to marketplace. **PAGE 34.**

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NO GIMMICKS ☐ NBC's Timothy says one-hour news to be offered will be intact package without split version and frontloading in segments. **PAGE 36.**

BUSINESS

GOING PUBLIC ☐ Tandem tight-lipped but doesn't deny report that it may offer stock to public. **PAGE 38.**

WASEC-CNN DEAL ☐ Warner will assume sales duties for Turner and will lease RCA's Satcom I transponder to relay CNN 2. **PAGE 38.**

MEDIA

JOIN 'EM ☐ ABC's Erlick says broadcasters should be involved in new technologies and campaign to eliminate rules that deny access to those emerging media. **PAGE 41.**

1981

THE 'BROADCASTING' YEARS ☐ Broadcasters breathed a little easier with changes under the new administration. The networks went shopping for partners in other fields. High-definition TV, low-power TV, videotext and teletext came a little closer. **PAGE 53.**

PROFILE

THE MAN OF THE HOUSE ☐ Those in communications will be closely watching Harley Staggers's successor as chairman of House Energy and Commerce Committee. He's John Dingell, Michigander with reputation of master legislator. **PAGE 79.**

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Cable getting off too cheaply, says NBC's Dunham

When it comes to programing, cable gets undeserved monetary break, network general counsel tells American Enterprise

Cable television is getting what amounts to a free ride, not deserved or needed, where programing is concerned, Corydon B. Dunham, executive vice president and general counsel of NBC, told an American Enterprise Institute session on cable last week in Washington.

He cited cable's free use of local broadcast programing, its being allowed to import broadcast programs from distant markets for "only a small fee" and its being allowed to pick up syndicated programing in one market and show it in another regardless of contracts to the contrary.

"The sellers are denied the full value of those markets where their programs have been taken and redistributed on cable, and cable gets valuable programing at less than market price and so has less incentive to develop its own programing or buy new programing," Dunham said. "The creative community loses once again and the public's potential programing choices are reduced.

"The effect of all this is to remove cable from the marketplace for programing. These subsidies are certainly not needed to help cable get a start—if they ever were. They are inequitable and destructive to the marketplace we all must look to for programing. They are overdue for legislative correction.

"Certainly none may deny that cable is a major industry largely owned by major interests who can and should be looked to for a more responsible view of the public's interest."

Dunham also told the session that "whether cable ultimately reaches 40% or 50% of American homes, cable will simply not have the nationwide reach of the present broadcast system."

Kipperman outlines Radioradio format

New CBS network will emphasize music and news for young adults

Details on CBS Radio's forthcoming network, Radioradio, highlighted the annual CBS-FM National Sales seminar.

Robert Kipperman, vice president and general manager of the young-adult-oriented network set for an April 1982 debut, outlined the program menu.

The 24-hour music and information service will set aside two minutes per hour for news and will feature four 90-second features daily and two specials (one concert, one possible interview show) per week.

Emphasizing the CBS commitment to news, Dick Eresica, vice president and general manager of CBS Radio Network, said of Radioradio, "News is going to play an important role . . . Our correspondents are going to be pretty damn good." News stories will be designed to relate to listeners in the 18-to-34 age group, said Kipperman.

Concerning the music specials, Kipperman said that CBS has signed with "an outside producer" for eight such shows. Personalities are currently being interviewed for the feature segments, he added.

Also discussed at the seminar was the recently signed letter of intent by CBS Radio to use the RCA American Communications Audio Digital Distribution Service for satellite programing (BROADCASTING, Sept. 14). Kipperman said, "If all goes well," Radioradio will be on satellite by May 1983. Plans were not disclosed as to how the satellite dishes would be made available to affiliates.

The recent proliferation of new networks led members of the audience to ask how Radioradio expects to fare in the midst of this competition. Kipperman asserted that "with the growth of radio," alluding to the number of unaffiliated stations in the marketplace, "there is a growing need for identification, we feel CBS can offer that sound."

More specifically, Kipperman said, "We have the resources at CBS," referring to its news reputation and exclusive contracts with recording artists, through its Columbia Records.

Arbitron reranks stations in four markets

Arbitron Radio has compiled new rankings of the top 10 radio stations in four of the top 50 markets covered in its listings in BROADCASTING's Aug. 17 issue. The new rankings incorporate some stations inadvertently omitted by Arbitron from those that appeared Aug. 17. Markets with revised rankings are as follows (audience figures represent total persons aged 12-plus, average quarter-hours, Monday-Sunday, 6 a.m. to midnight, metro survey area, Spring 1981, with format data compiled by BROADCASTING from various sources):

11. Nassau-Suffolk, N.Y.

Station	Format	Avg. Persons
1. WNBC(AM)	Contemporary	36,900
2. WCBS(AM)	News	20,400
3. WRFM(FM)	Beautiful music	17,700
4. WBLI(FM)	Adult contemporary	17,400
5. WOR(AM)	Talk	16,300
6. WYNY(FM)	Adult contemporary	16,100
7. WBLS(FM)	Urban contemporary	15,100
8. WINS(AM)	News	15,000
9. WHLI(AM)	Music of your life	14,300
10. WABC(AM)	Contemporary	13,300

22. Tampa-St. Petersburg

Station	Format	Avg. Persons
1. WWBA(AM)	Beautiful music	26,500
2. WQYK-FM	Country	23,400
3. WRBQ(FM)	Top 40	22,300
4. WJYW(FM)	Beautiful music	19,600
5. WQXM(FM)	AOR	17,400
6. WSUN(AM)	Country	17,300
7. WCKX(FM)	Contemporary	15,100
8. WFLA-FM	Beautiful music	12,800
9. WFLA(AM)	Adult contemporary	10,300
10. WYNF(FM)	AOR	9,000

26. Providence-Warwick-Pawtucket, R.I.

Station	Format	Avg. Persons
1. WPRO-FM	Top 40	23,500
2. WLKW-FM	Beautiful music	22,200
3. WPRO(AM)	Adult contemporary	18,700
4. WPJB-FM	Top 40	13,600
5. WEAN(AM)	News	11,600
6. WCOZ(FM)	AOR	10,400
7. WLKW(AM)	Beautiful music	10,300
8. WHJJ(AM)	Top 40	9,900
9. WHJY(FM)	Beautiful music	8,300
10. WSNE(FM)	Adult contemporary	7,300

50. Albany-Schenectady-Troy, N.Y.

Station	Format	Avg. Persons
1. WGY(AM)	Personality/MOR	18,700
2. WPYX(FM)	AOR	12,200
3. WROW(AM)	Adult contemporary	9,400
3. WTRY(AM)	Contemporary	9,400
4. WROW-FM	Beautiful music	
5. WFLY(FM)	Contemporary	
6. WQBK(AM)	Talk	7,000
7. WGNA(FM)	Country	6,000
8. WWOM(FM)	Adult contemporary	5,100
9. WPTR(AM)	Country	4,100
10. WQBK-FM	AOR	3,200

■ KTVJ(TV) Joplin, Mo.—Granted CP to change ERP to 2600 kw vis., 260 kw aur.; change trans.; make changes to ant. sys.; and change HAAT to 1028.69 ft. Action Sept. 10.

■ KTVM(TV) Butte, Mont.—Granted authority to operates trans. by RC from SL at KTVM/KECI TV studio, 340 West Main Street, Missoula, Mont. Action Sept. 10.

■ WLFL-TV Raleigh, N.C.—Granted MP (BPCT-4991, as mod.) to change ERP to 1415.8 kw vis., 141.58 kw aur.; and change type trans. Action Sept. 10.

■ WWAY(TV) Wilmington, N.C.—Granted CP to change ERP to 64.57 kw vis., 6.46 kw aur.; HAAT to 1953 ft. (H&V) and request waiver of section 73.61(B)(1) of rules. Action Sept. 14.

■ WJNL-TV Johnston, Pa.—Granted construction permit to change ERP to 2,503.8 kw vis., 250.38 kw aur.; change HAAT to 1,210 ft.; change type trans.; and change transmitter location. Action Sept. 10.

■ WSTG(TV) Providence, R.I.—Granted MP (BPCT-1597, as mod.) to change ERP to 5000 kw vis., 500 kw aur.; and make changes to ant. sys. Action Sept. 10.

■ KVEW(TV) Kennewick, Wash.—Granted authority to operation trans. by RC from SL at Edison Avenue and 5202 West Hood Street, Kennewick Wash. Action Sept. 10.

In Contest

Procedural rulings

■ Birmingham, Ala. **TV proceeding** (Quality Media Corp., et al.)—ALJ Edward J. Kuhlmann granted joint motion by Quality Media and Birmingham Family Television Inc., and approved settlement agreement, authorized reimbursement of $3,000 to Quality by Birmingham Family; dismissed Quality's application and granted petition by Birmingham Family for leave to amend to correct error FAA made in its original letter authorizing its tower (BC Doc. 81-292-294). Action Sept. 11.

■ El Paso, Tex. **TV proceeding** (Superior Broadcasting Co. of Texas Inc., and Paso Del Norte Broadcasting Corp.)—ALJ John M. Frysiak, by two separate actions, denied motion by Paso del Norte to dismiss Superior's application, or alternatively, to enlarge issues against it (By MO&O; Action Sept. 11); and granted joint request by applicants and approved agreement, approved reimbursement of $19,243.61 to Superior by Paso del Norte, dismissed with prejudice Superior's application, granted Paso del Norte's application and terminated proceeding. (BC Doc. Nos. 81-225-226). Action Sept. 14.

■ Stamford, Conn. **AM proceeding** (The Western Connecticut Broadcasting Co. and Radio Stamford Inc.)—In light of a proposed settlement agreement by Western Connecticut, WYRS Inc., and Radio Stamford calling for assignment of licenses for stations WSTC licensed to Western Connecticut and WYRS(FM) licensed to WYRS Inc., to Radio Stamford for purchase price of $1,800,000: ordered three parties to file within 30 days of release of order sufficient appraisals or other documentation to establish value of stations' assets and rental value of transmitter and studio facilities to be received by Radio Stamford to ensure Western Connecticut and WYRS are being compensated solely for value of stations' assets and not for settlement (Doc. 19872-19873). Action Sept. 16.

■ Ocella, Ga. **FM proceeding** (Irwin County Broadcasting Corp. and Gralean Broadcasting Co.)—ALJ Joseph Stirmer granted joint request by applicants and approved agreement, authorized reimbursement of $13,500 to Gralean, dismissed with prejudice Gralean's application, granted Irwin's application and terminated proceeding (BC Doc. 80-263-264). Action Sept. 17.

Earth Stations

Applications

■ Teleprompter Corp. for Kirkwood, Mo. (4.5m; Andrew; E3606).

■ Fairline Lichfield Co. for Charleston, S.C. (5m; Mid America; E3632).

■ Teleprompter Corp. for Vandenburg, Calif. (4.5m; Andrew; E3633) and Fort Bragg, Calif. (4.5m; Andrew; E3634).

■ American Savannah Broadcasting Co. for Savannah, Ga. (4.6m; Prodelin; E3635).

■ American Valley Broadcasting Co. for Huntsville, Ala. (4.6m; Prodelin; E3636).

■ Morris Cable TV Services Inc. for Morris, N.Y. (5m; Microdyne; E3637).

■ Beaver Springs Mutual Cable for Beaver Springs, Pa. (4.6m; Prodelin; E3638).

■ Sky Link Associates for Las Vegas (11m; S-A; E3639).

■ Alascom Inc. for Tungak Creek, Alaska (4.5m; Andrew; E3640) and Nechelik, Alaska (4.5m; Andrew; E3641).

■ Satellite Business Systems for Hartford, Conn. (5.5m; Nippon; E3642); Philadelphia (5.5m; Nippon; E3643); Lake Charles, La. (7.6m; Nippon; E3644).

■ Atlantic Coast TV Cable Corp. for Atlantic City, N.J. (5m; Microdyne; E3645).

■ Gaylord Broadcasting Co. for Tampa, Fla. (7m; S-A; E3646).

■ Telecable Associates Inc. for Lafayette, La. (5m; S-A; E3647).

■ Domesticom Corp. for Houston (5m; Microdyne; E3648).

■ Omniview Inc. for Missouri Valley, Iowa (4.6m; S-A; E3650).

■ Hampton County Cablevision Inc. for Hampton, S.C. (5.6m; Gradiner; E3651).

■ Motorola Inc. for Scottsdale, Ariz. (4.6m; S-A; E3652).

■ Booth American Co. for Fort Irwin, Calif. (4.6m; S-A; E3653).

■ Television Enterprises Inc. for Menard, Tex. (4.5m; Andrew; KH78).

■ Booth American Co. d/b/a Watertown Cable TV for Watertown, S.D. (5m; S-A; KM45).

Other

■ Report on quality of Bell System's telephone service (for period Jan. 1981 through June 1981) is now available. Studies analyze service quality provided for all Bell stations separately for each of 67 administrative areas in 48 contiguous states. Service studies are based on 10 measurements of performance reported to FCC by Bell System. These measurements were developed by FCC with cooperation of Bell System and National Association of Regulatory Utility Commissioners' Subcommittee on Quality of Telephone Service. Limited copies of report's summary are available and may be obtained by calling John Walker, (202) 632-6920. Ann. Sept. 22.

■ FCC has made available report on TV Channel Utilization as of June 30, 1981. Report shows by market, for commercial and noncommercial channels, number of VHF and UHF channels licensed; number for which CP's have been granted; number for which application has been filed; number for which application has not been filed; number of UHF channels allocated for TV but not available (assigned for land mobile use) until further FCC action, and total number of channels allocated. Copies are available from Office of Public Affairs, Rm. 207, 1919 M Street, N.W., Washington, D.C. Ann. Sept. 22.

Call Letters

Applications

Call	Sought by
	New AM
WYLV	Radio Action Co., West Hazelton, Pa.
	New FM's
KNTO	All-American Broadcasting Co., Delhi, Calif.
WFAN	Mystic-Stonington Broadcasting Corp., Stonington, Conn.
KMZQ-FM	Pargo Broadcasting Corp., Henderson, Nev.
KATH	FM Broadcasters Inc., Douglas, Wyo.
	Existing AM's
KGUM	KATB Agana, Guam
WIFX	WREM Jenkins, Ky.
WAVG	WAVE Louisville, Ky.
WOXO-FM	WOXO Norway, Me.
WOXO	WXIV South Paris, Me.
WELL	WALM Albion, Mich.
WVOV	WYPR Danville, Va.
	Existing FM's
KSHO-FM	KJYE Kailua, Hawaii
WIFX-FM	WREM-FM Jenkins, Ky.
KFQM	KXOU Boyce, La.
KTXY	KJFF Jefferson City, Mo.

Grants

Call	Assigned to
	New AM
KRSA	Central Alaskan Missions Inc., Petersburg, Alaska
	New FM's
WBYZ	Appling County Broadcasters, Baxley, Ga.
WSWR	Petroleum V. Nasby Corp., Shelby, Ohio
	New TV's
WFCT	Fayetteville-Cumberland Telecasters Inc., Fayetteville, N.C.
KOAV	Broadcast Affiliates Inc., Denison, Tex.
	Existing AM's
KRTS	KIIQ Manitou Springs, Colo.
KRMX	KAPI Pueblo, Colo.
WCBF	WINQ Tampa, Fla.
WQTK	WRBJ St. Johns, Mich.
	Existing FM's
KBCN	KHVN Anchorage, Alaska
KRMX-FM	KAPI-FM Pueblo, Colo.
WNFY	WIYD-FM Palatka, Fla.
WQTK-FM	WRBJ-FM St. Johns, Mich.
KGRT-FM	KGRD Las Cruces, N.M.
WPCX	WRLX Auburn, N.Y.
WXKG	WLIV-FM Livingston, Tenn.

Summary of Broadcasting

FCC tabulations as of Aug. 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,617	3	0	4,620	130	4,750
Commercial FM	3,328	2	0	3,330	185	3,515
Educational FM	1,110	0	0	1,110	65	1,175
Total Radio	9,055	5	0	9,060	380	9,440
Commercial TV						
VHF	521	1	0	522	6	528
UHF	244	0	0	244	112	356
Educational TV						
VHF	103	1	3	108	6	113
UHF	156	2	4	162	17	179
Total TV	1,024	4	7	1,036	141	1,776
FM Translators	401	0	0	401	210	611
TV Translators						
UHF	2,655	0	0	2,655	182	2,837
VHF	1,470	0	0	1,470	428	1,898

*Special temporary authorization

**Includes off-air licenses